

The Space Barons

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2026-07

Synopsis

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inLanguage	english

A "pacy, smartly reported" *(Financial Times)* account of the historic quest to rekindle the human exploration and colonization of space led by two rival billionaires

The Space Barons is the story of a group of billionaire entrepreneurs who are pouring their fortunes into the epic resurrection of the American space program. Nearly a half-century after Neil Armstrong walked on the moon, these Space Barons – Elon Musk, Jeff Bezos, Richard Branson, and Paul Allen – have founded some of the biggest brands in the world – Amazon, Microsoft, Virgin, Tesla, PayPal – and upended industry after industry. Now they are pursuing the biggest disruption of all: space.

Based on years of reporting and exclusive interviews with all four billionaires, this authoritative account is a dramatic tale of the birth of a new Space Age. Detailing the rivalry between hard-charging startups and established contractors, *The Space Barons* traces the personal clashes of the leaders of this new space movement, particularly Musk and Bezos, as they aim for the moon and Mars and beyond.

Reader's comments

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